



# Beach Streetscape Improvements Final Schematic Design Presentation

## City Commission

September 21, 2004





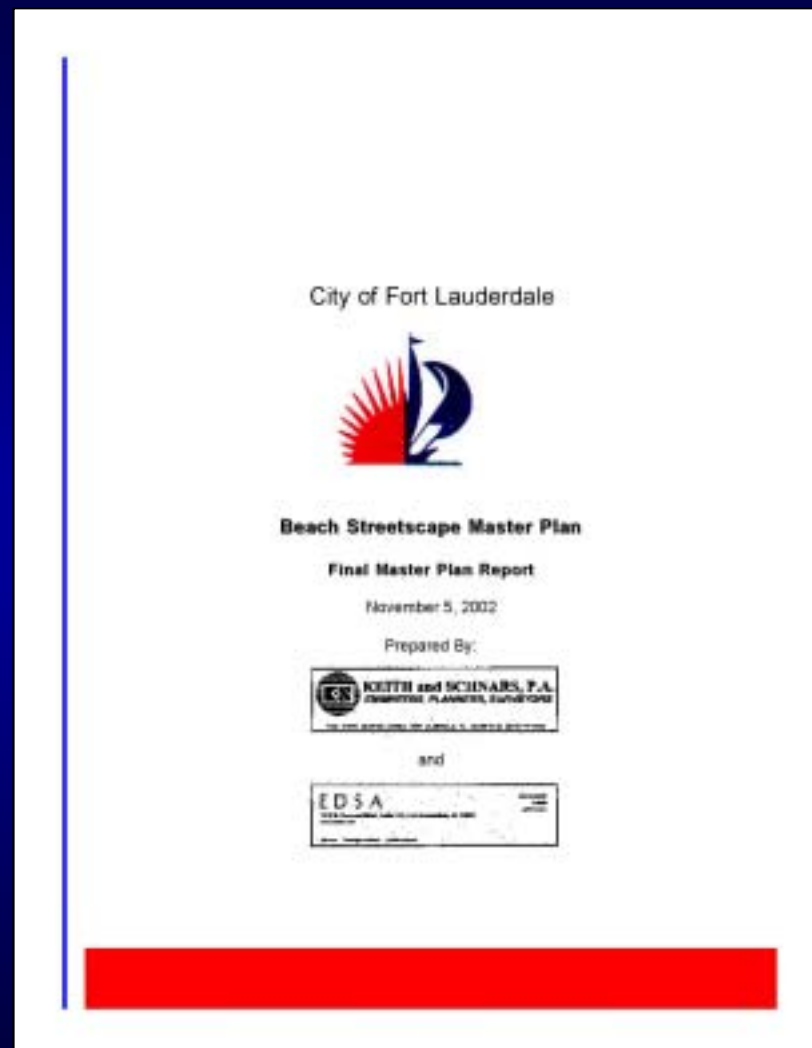
### Presentation Outline

- Background
  - Conceptual Master Plan, Design Initiatives
- Final Schematic Design
- World Class Destination Resort
  - Urban Land Institute's Districts
  - Recommendation
- Next Steps



### Final Master Plan Report November 5 ,2002

- Collection of Base Information
- Site Inventory and Analysis
- Preliminary Master Plan
- Final Master Planning





### Development of Design Initiatives

- Gateways/Entrances
- Street Trees/Landscape Medians
- Median Treatments with Landscape and/or Parking
- Intersection Treatments
- Intracoastal Overlooks
- One-way Traffic with Angle Parking and Landscape Improvements
- Site Furnishings
- Secondary Gateways
- Gateway Park and Plaza
- Parkway
- Bonnet House Entrance
- Special Paving in Turn Lane (Along south A1A in Harbor Beach)



## Master Plan Design Initiatives



Each Streetscape Final Schematic Design







**Submitted Preliminary Schematic Design – June 11<sup>th</sup>, 2004**

**Reviewed Preliminary Plans with City Staff – June 14<sup>th</sup>, 2004**

**Presented to the Beach Redevelopment Advisory Board –  
June 21<sup>st</sup>, 2004**

**Presented to the Beach Redevelopment Advisory Board –  
July 19<sup>th</sup>, 2004**

**Completed Draft of Final Schematic Design – August 11<sup>th</sup>, 2004**

**Additional Staff review of Final Schematic Design Plans – August  
19<sup>th</sup>, 2004**

**Final Schematic Design Submitted – August 25<sup>th</sup>, 2004**

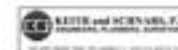


## FORT LAUDERDALE BEACH STREETSCAPE FINAL SCHEMATIC DESIGN

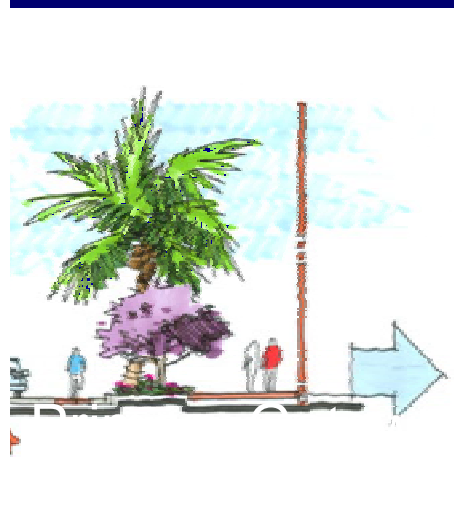
SEPTEMBER 8, 2004

### SHEET INDEX

SHEET NO.	TITLE
1	STREETSCAPE IMPROVEMENTS - SUNRISE BOULEVARD
2	STREETSCAPE IMPROVEMENTS AND GATEWAY TO BEACH - SUNRISE BOULEVARD/A1A
3	STREETSCAPE IMPROVEMENTS - SUNRISE LANE
4	STREETSCAPE IMPROVEMENTS - BIRCH ROAD
5	STREETSCAPE IMPROVEMENTS - BIRCH ROAD/BAYSHORE DRIVE
6	STREETSCAPE AND PARKING IMPROVEMENTS - NORTH BEACH RESIDENTIAL AREA
7	STREETSCAPE AND PARKING IMPROVEMENTS - NORTH BEACH RESIDENTIAL AREA
8	STREETSCAPE AND PARKING IMPROVEMENTS - NORTH BEACH RESIDENTIAL AREA
9	STREETSCAPE IMPROVEMENTS - BIRCH ROAD AND SECONDARY GATEWAY - SEBASTIAN LOT
10	STREETSCAPE IMPROVEMENTS - BIRCH ROAD/SEABREEZE BOULEVARD AND INTRACOASTAL OVERLOOK - SEBASTIAN STREET
11	STREETSCAPE IMPROVEMENTS - BIRCH ROAD/SEABREEZE BOULEVARD/ALMOND AVENUE
12	STREETSCAPE IMPROVEMENTS AND ENTRY PARK - LAS OLAS BOULEVARD AND SECONDARY GATEWAY - LAS OLAS BOULEVARD
13	STREETSCAPE IMPROVEMENTS - SEABREEZE BOULEVARD AND SECONDARY GATEWAY - SEABREEZE BOULEVARD/A1A
14	STREETSCAPE IMPROVEMENTS - A1A
15	STREETSCAPE IMPROVEMENTS AND PRIMARY GATEWAY TO BEACH - 17TH STREET/A1A
16	PRIMARY AND SECONDARY GATEWAY CONCEPTS
17	INFORMATIONAL/DIRECTORY KIOSK CONCEPTS AND REGULATORY SIGNAGE CONCEPTS







Landscape  
Improvements to  
Neighboring  
Streets

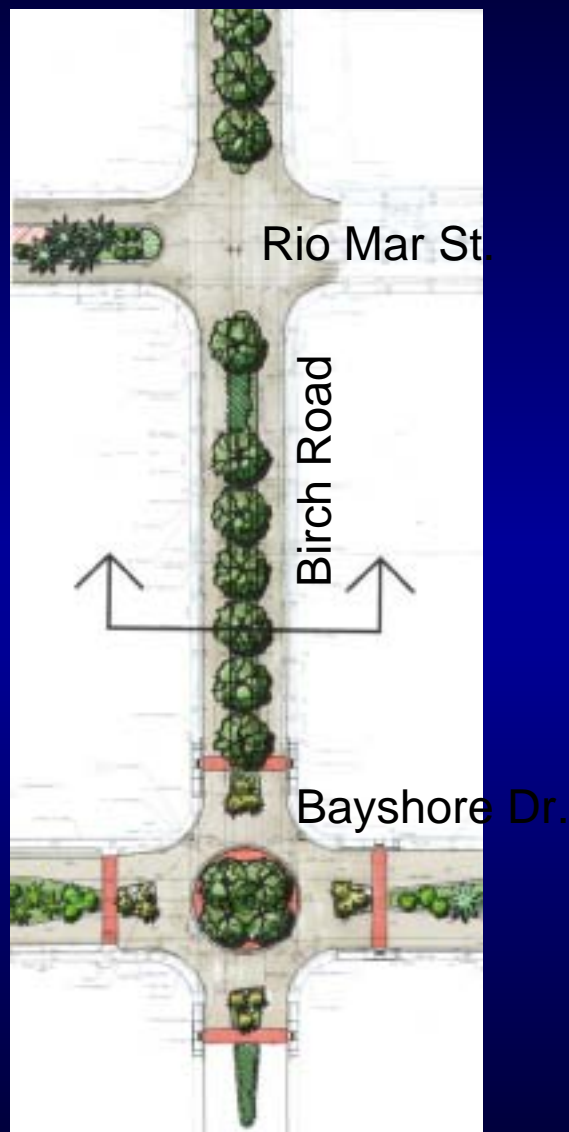




Sunrise Blvd. and A1A

Sunrise Portal at  
Intersection of  
Sunrise Blvd.  
and A1A





Proposed Improvements  
(Keith & Schnars)







## North Beach Residential Area (NBRA) - Parking Inventory



ANGLE PARKING IN ROW



PERPENDICULAR PARKING IN ROW



PARALLEL PARKING IN ROW





PARKING INVENTORY SUMMARY	
AFFECTED ANGLE PARKING	+/- 67 SPACES (1210 LF)
AFFECTED PERPENDICULAR PARKING	+/- 96 SPACES (960 LF)
AFFECTED PARALLEL PARKING	+/- 33 SPACES (660 LF)
PROPOSED PARKING IN MEDIAN	+/- 77 SPACES
GAIN/LOSS OF PARKING	LOSS OF 119 SPACES
POTENTIAL PROPOSED PARKING IN MEDIAN	+/- 189 SPACES
TOTAL POTENTIAL GAIN/LOSS OF PARKING	GAIN OF 70 SPACES



Inventory of Existing  
Parking Conditions in  
the NBRA







### Goals and Objectives

Address Parking Needs of  
Area Residents and  
Businesses

Eliminate Illegal Parking  
Creating Hazardous Street  
Conditions

Aesthetically Improve  
NBRA by Reducing Roadway  
Widths and Through the  
Proposed Landscape  
Addition on Landscape  
and Parking  
Treatments  
Improvements



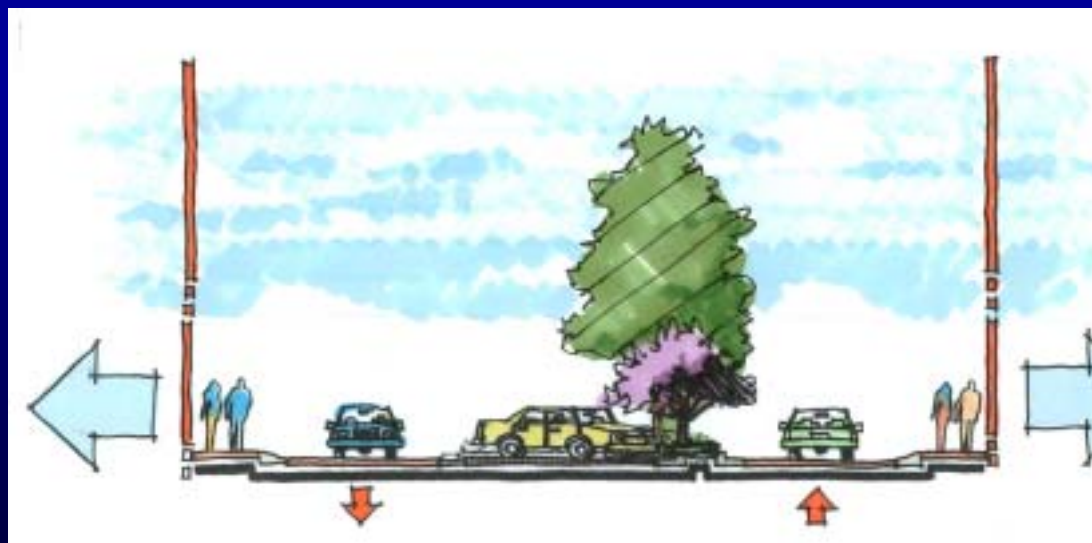


## NBRA - Parkway and Median Treatment



Typical Section Through  
Parkway/Median Treatment

Section Through Parkway/Median  
Treatment with Angle Parking





### North Beach Residential Area Streets with Proposed Angled Parking:

Bayshore Drive – 143 spaces

Antioch Avenue – 62 spaces

Orton Drive – 64 spaces

Rio Mar – 14 spaces



Total Number of Proposed Spaces = 283

Displaced Illegal Parking = 119 Spaces

Net Gain of 164 Spaces



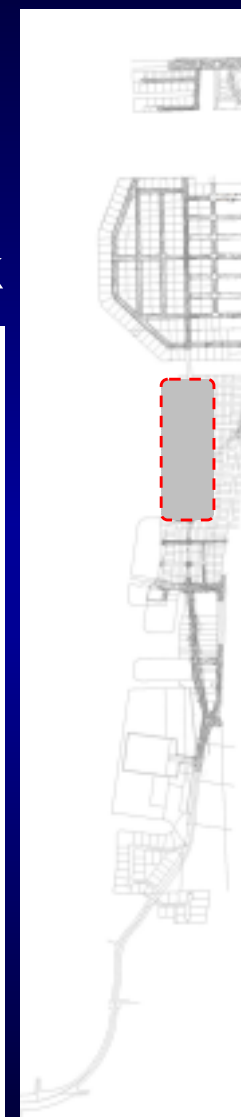
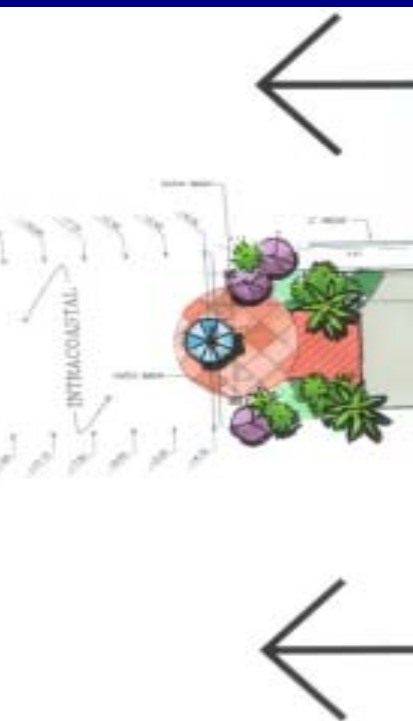
Intracoastal Overlooks at:

Seville Street

Sebastian Street

Valencia Street

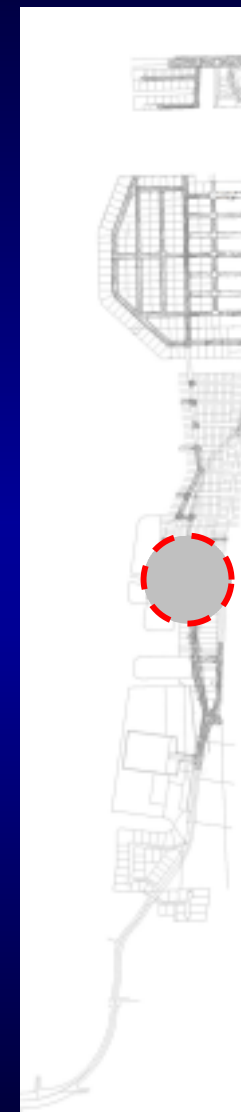
Section Through Intracoastal Overlook







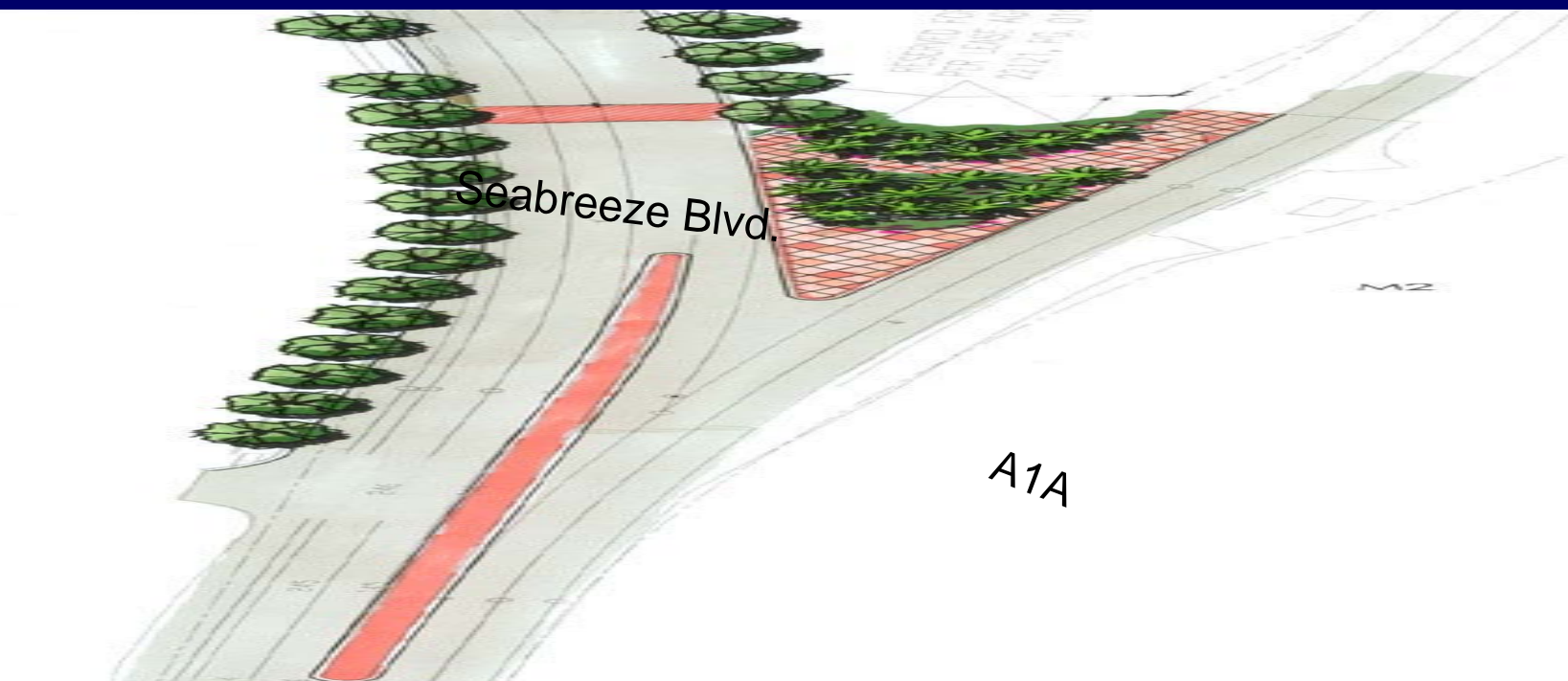
Secondary Gateway Improvements and Entrance  
Marks on Las Olas Blvd.







### Proposed Improvements (Keith & Schnars)





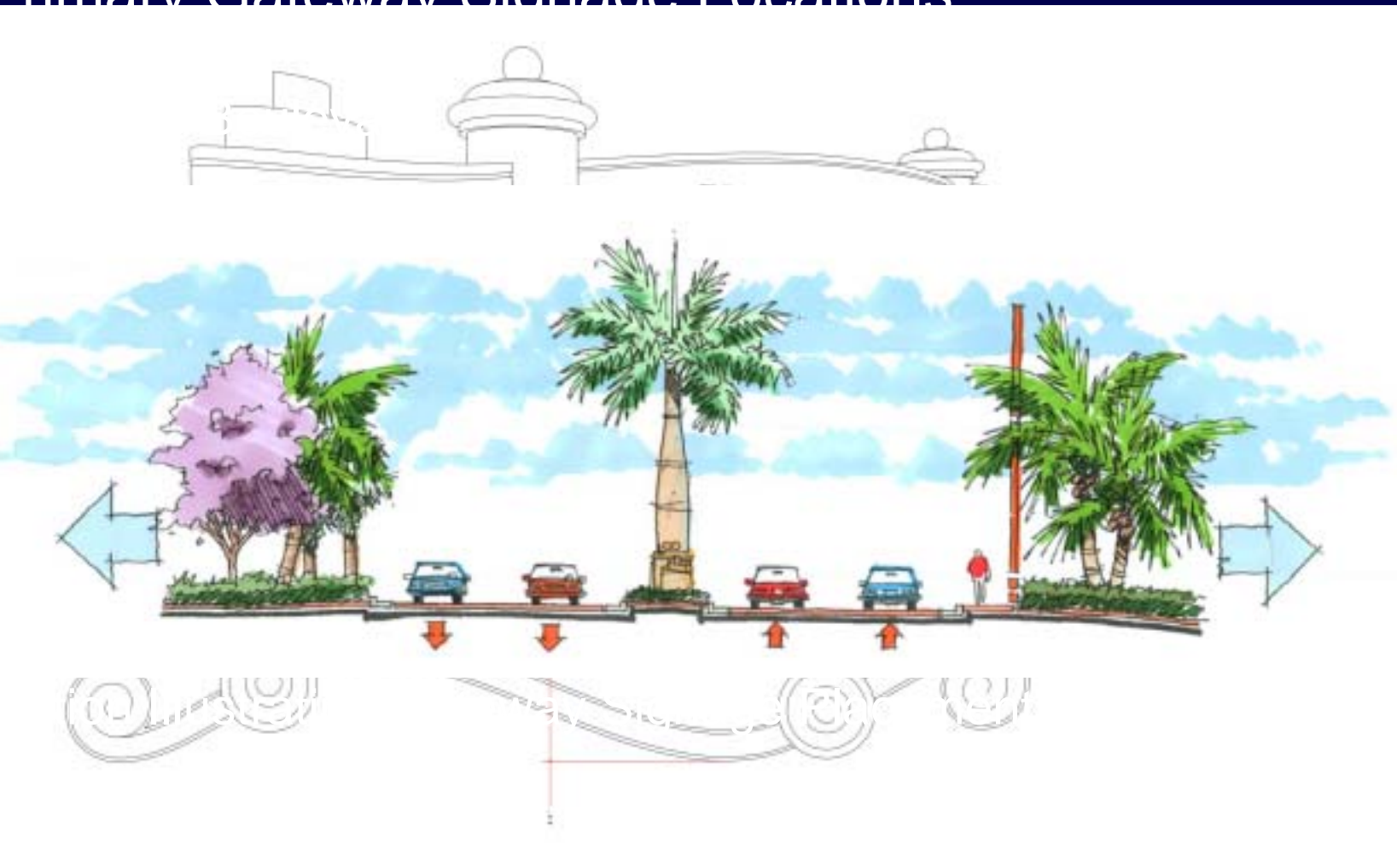
### Primary Gateway Signage and Turn-Lane Improvements



Improvements



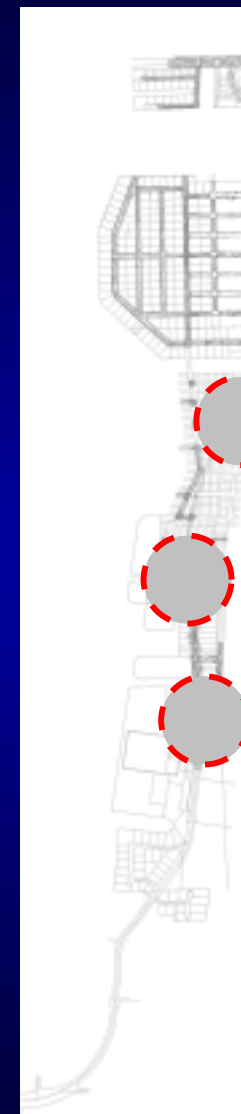
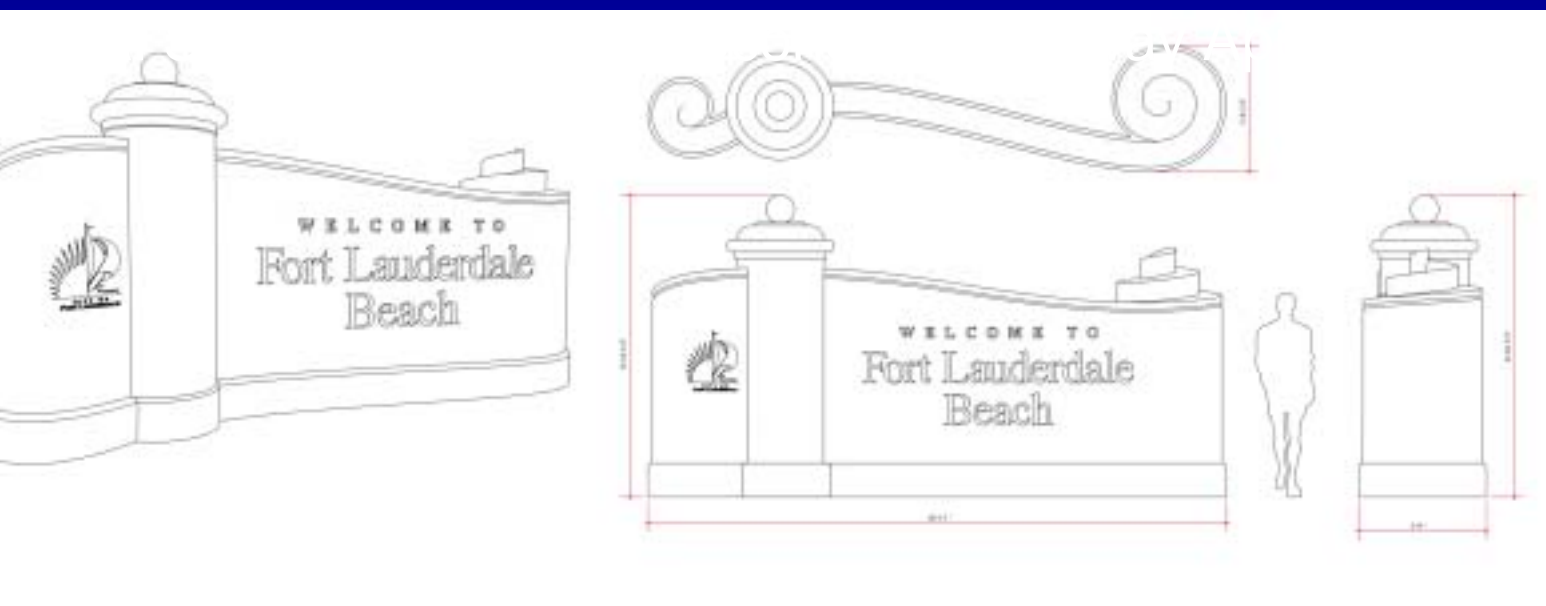
### Conceptual Design for Primary Gateway Signage Primary Gateway Signage Locations





Secondary Gateway Signage Locations:

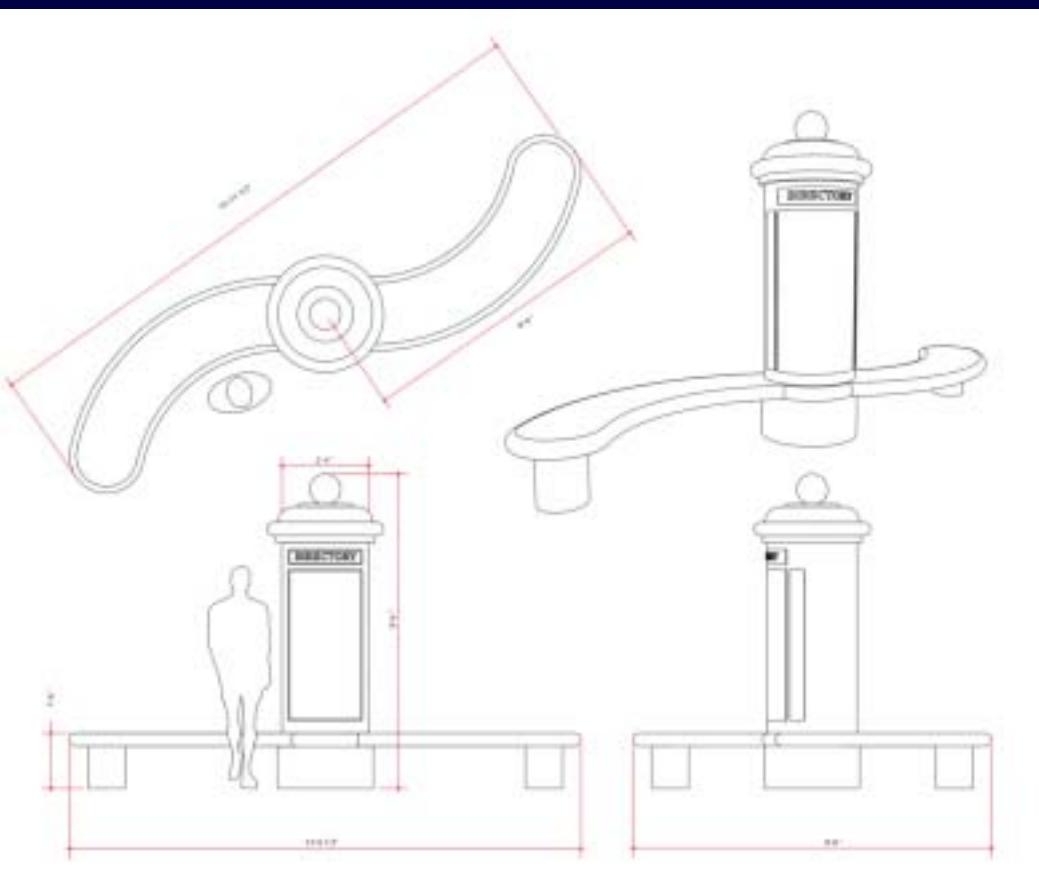
Sebastian Lot (Seabreeze Boulevard)



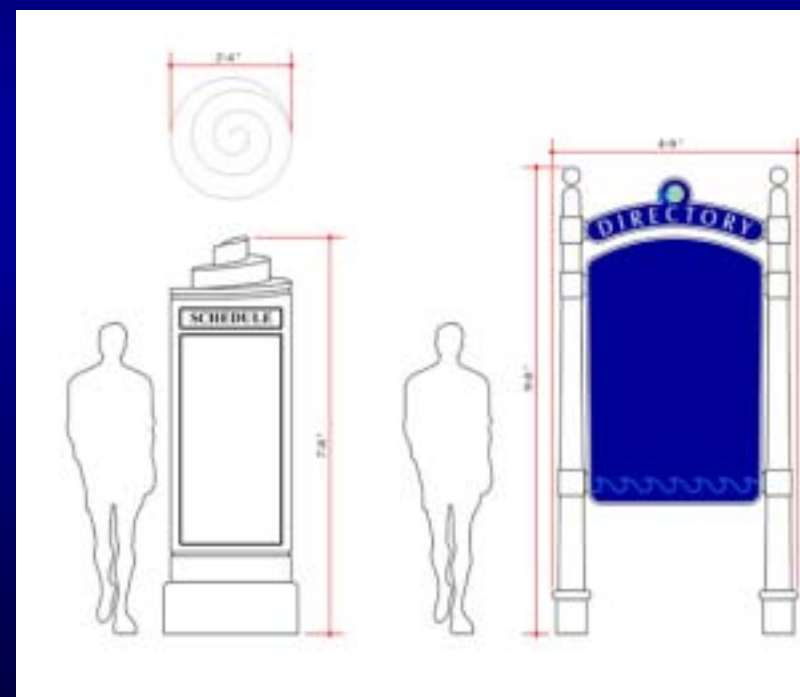




### Conceptual Design for Way-finding Kiosk and Seating



### Conceptual Design for Way-finding Kiosks

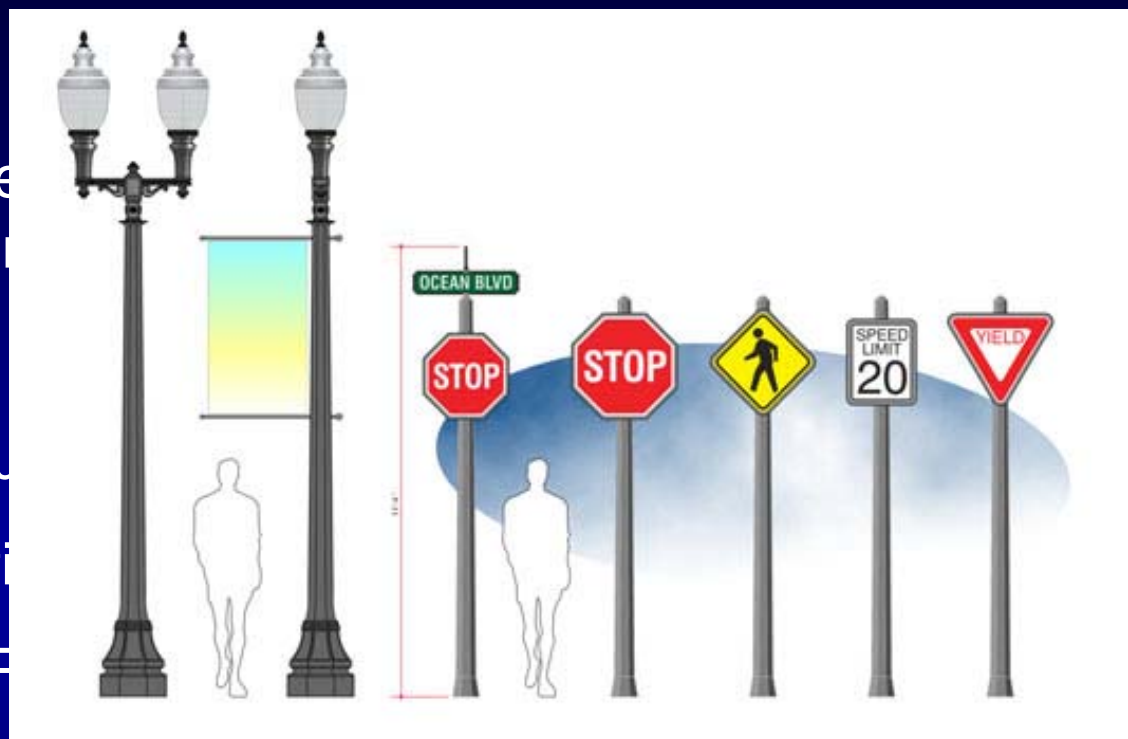






### Regulatory Signage

- Consistent Treatment for Pole
- Brand for "The Beach" and Rein
- Additional Opportunities to Bu
  - Custom Street Identifi
  - Changeable Banner F



Conceptual Design for Regulatory Signage



# Fort Lauderdale Beach Streetscape

Urban Land Institute District

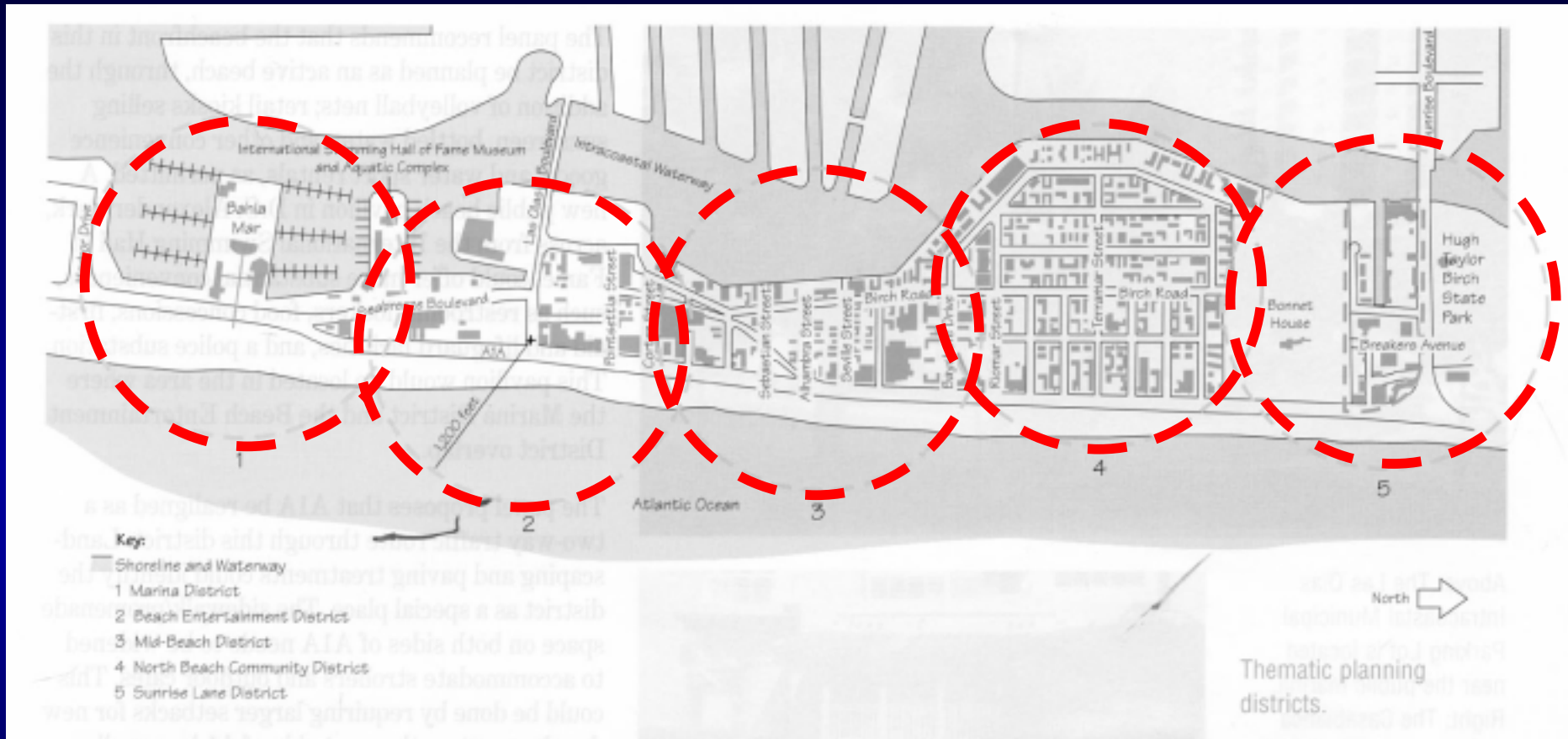


Diagram from the Urban Land Institute Advisory Services Panel Report, Central Beach, Fort Lauderdale, Florida November 10-15, 2002

Based on a 1,200' Radius Circle – A comfortable walking distance.



# Fort Lauderdale Beach Streetscape

## Urban Land Institute Districts – Issues

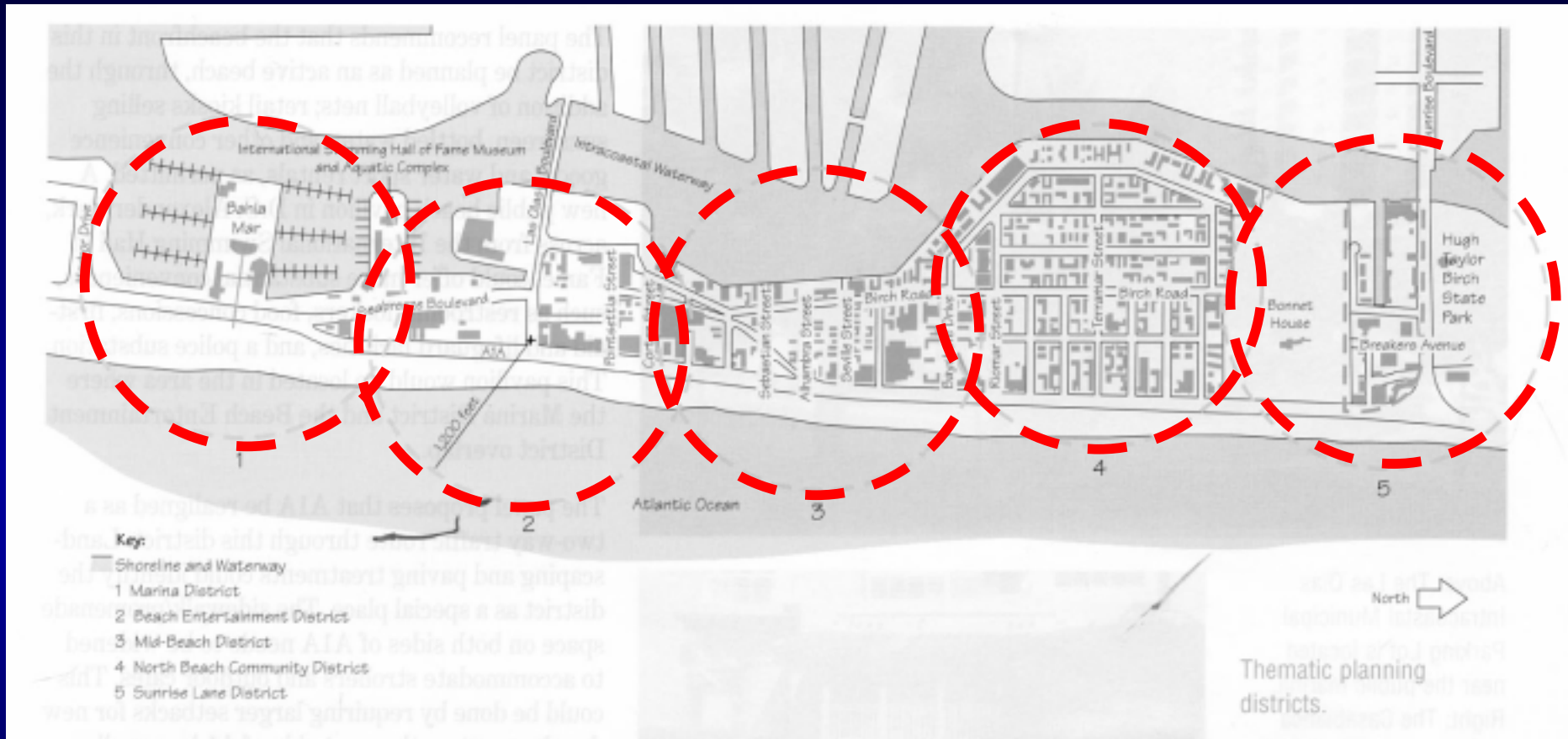


Diagram from the Urban Land Institute Advisory Services Panel Report, Central Beach, Fort Lauderdale, Florida November 10-15, 2002

Dilutes the brand of a World Class Destination Beach Resort

Names of districts dilute the identity of the beach and it's variety of destination and attractions on the beach.



### **Strengthen the identity of the “World Class Beach Destination Resort”**

- Do not subdivide the beach into districts
- Build upon the existing brand of the beach (utilize the icon of the wave wall, columns and shell wrap)
- Develop a way-finding system on the beach utilizing thematic kiosks. Kiosks would provide directions to destinations or attractions on the beach.
- Use the design theme and character of the beach wave wall for primary and secondary gateway signage
- Reinforce the existing brand – “World Class Beach Destination Resort



## Summary

- A variety of streetscape improvements along the entire beach
- Something for Everyone
- Build upon the existing brand of the beach – “World Class Beach Destination Resort”





## Next Steps

- Finalize Contract Negotiations for Detailed Design for Phase One
- Begin Design